

News Release

FOR IMMEDIATE RELEASE

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NEW ANNIVERSARY DISCOUNT PROGRAM REWARDS BUSINESS LONGEVITY

(Greenville SC) In the coming weeks, the City of Greenville will mail anniversary discount checks to 436 business owners as part of its new Anniversary Discount Program, which was developed as a way to reward longevity and recognize city businesses' contributions and long-term commitment to the community. The discounts, which total \$70,774, are based on a business' start date and the amount of business license tax paid. The maximum anniversary discount that a business can receive is \$10,000.

According to City Manager John Castile, City Council is constantly seeking new ways to thank businesses for choosing to invest in the city of Greenville. The Anniversary Discount Program was included in the changes that City Council made to the business license code in November 2012 in an effort to improve the overall business license program. "We hope that the Anniversary Discount Program shows our appreciation for the hard work and dedication of city business owners," said Castile. "We recognize the valuable role that they play in the continued vitality and prosperity of our community and we look forward to celebrating many more anniversaries with them."

Resident businesses that have a current 2013 business license, are in good standing with the City and have been located in the city of Greenville for at least 10 years as of the effective date of the ordinance (indicated by their business start date) are eligible for discounts based on the longevity milestones shown below:

Start Date	Longevity Milestone	Discount
2002	10 year anniversary	5%
1997	15 year anniversary	7.5%
1992	20 year anniversary	10%
1987	25 year anniversary	10%
1982	30 year anniversary	10%

1977	35 year anniversary	10%
1972	40 year anniversary	10%
1967	45 year anniversary	10%

For more information about the Anniversary Discount Program or the City's business license program, visit <http://www.greenvillesc.gov/Revenue/BusinessLicense.aspx>.

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